

AN ANALYSIS ON THE USE OF
INTIMATE ADDRESS SYSTEM IN THE DRAMA FILMS
(A SOCIOLINGUISTICS APPROACH)



Research Paper

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By

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CHAPTER I

INTRODUCTION

A. Background of the Study

Every language reflects the social characters of the speaker, of the addressee or of the relation between them. Address system is one of the important tools of communication used in society. Social class, age, sex, profession, marital status, politeness and other related aspect are the kinds of basic rules. Address forms are used by the speaker to designate the person they are talking to. The use of address forms depends on the relationship between addresser and addressee, the social status or individual involved in the conversation, the purpose of the conversation and the situation. The main goal of addressing is to maintain social relationship between addresser and addressee in society (Fasold, 1990:1). Meanwhile inappropriate use of the address forms will result in failure in establishing social relationship.

In general conversation both participants need greeting. Addressing is the part of greeting (Chaika, 1982:46). Addressing differs from greeting in two ways. First, addressing is used almost solely for power and solidarity. Greeting may vary between two people depending on their mood. Two people who address each other the same way each time they meet may vary their greeting. Second, addressing can be repeatedly constantly throughout a conversation, to reinforce the relative intimacy and solidarity between people.

Address system in greeting of conversation show the interest between the participants (Chaika, 1982:46).

A number of people generally do addressing someone before starting conversation. Calling someone's name is the most common way of addressing. In addressing, Wardaugh (2000:264) implies that the person must consider of close relationship / intimacy, addressing of kinship term, addressing of respectful term, and addressing of mockeries.

Address system is usually used to show the possession of formal and informal manners and consideration of the people. In other words, employing a certain address term, speaker wants to express his or her feelings of respect, solidarity, intimacy, and familiarity to the other people. Clearly address forms are employed to maintain social relation that occurs in daily life.

Address is considered as a part of conversation. Having deep understanding about address rules of language is not an easy matter. Wardaugh (1998:253) states that the actual rules of address in a society are as complex as society itself.

Actually language provides a variety of ways of saying the same things in addressing and greeting others, describing things, and paying compliment. Some factors influence the relationship between the people in particular situation and how the speaker feels about the people addressed. Wardaugh (2000:26) states that one can address other by the title (T), first name (FN), by Last Name (LN), by a nickname, by some combination of these, or by nothing at all. In addressing another, the choice of name which one uses for the other

depends both on the knowledge of the person the addresser speaks to, and on the situation.

Wardauugh (2000:266) confirms that addressing by the title alone is the least intimate forms of address. Those titles usually designate ranks or occupation, as in Colonel, Doctor, or Waiter. When uses the first name alone in addressing, it seems that the person is presuming an intimacy or alternatively is trying to assert some power over addressee. Both first name and nickname tends to occur in relaxed or informal situation. Title and first name have the interesting effect of showing respect by the title, by intimacy by the first name.

How the people say something is at least as important as what people say. One way of looking at the relationship is to examine a few specific aspects of communication namely pronominal choice between *Tu* and *Vous* form in language which receive such as a choice the use of naming, address system and employment of politeness makers (Wardauugh, 2000:261).

People can find many forms of address term used. In relax situation, someone often calls a friend with his nickname, such as Tom for Thomas, or Mickey for Michael. However in the other formal situation, people tend to address someone else by their titles like Mr., Mrs., Miss, etc. besides, the address of my love, my dear or title one usually used to show the intimate relation between the addresser and addressee.

According to Fasold (1990:4), intimacy can be meant two people can be equally powerful in the social order, but be from different parts of the

country, and be different, if equally respected, profession. In other words, the need developed to distinguish a degree of common ground between people which went beyond simply having equal power.

Whereas address, literally means formal speech or giving a speech to somebody. Generally address is a term used by someone to call her or his friend, family member, person who has an honor or even person who he or she never met before. Like the explanation above, the addressing depend on with whom they are talking to. Once more, in this research the writer discusses about the intimate address, it means the addressing used by someone to call the other and it is informal characterized, such as calling the one name like Alex, Anna, Bridge, etc , using multiple name like darling, dear, honey, etc. So, it can be concluded that intimate address is the term used by someone to address or to call the other who has a close or rather close relationship to show his or her intimacy, respect and familiarity.

The phenomena that human being will never stop communicating, and in communicating they will never stop using many kinds of addressing to address the interlocutors in many different situations, and that the conversation is also represented in movie encourages the writer to conduct a research dealing with intimate address system seen in drama films entitled "**AN ANALYSIS ON THE USED OF INTIMATE ADDRESS SYSTEM IN THE DRAMA FILMS (A SOCIOLINGUISTICS APPROACH)**".

B. Previous Study

The study of address system was done by some researchers; some of them are as follows:

Asmawati (2003), she discussed about addressing in her research "A Sociolinguistics Analysis on English Address System Used in Blackboy Novel". In her research she found five kinds of address term (1) Address using name, (2) Address using respectful term, (3) Address using family relationship, (4) Address using close relation, and (5) Address using mockery.

Dian Ardianti (2004), she discussed about addressing in her research "An Analysis of Address Term Used in English Translation of AlQuran". She concerned with the honorific in analysis the data and found three addresses term (1) Addresses term used by God to human, (2) Address term used by human to God, and (3) Addresses term used by human to human.

Wildayanti (2004), she discussed about addressing in her research "A Sociolinguistics Analysis of Politeness in Addressing System in Pretty Woman Manuscript". She concerned with politeness principles in a system by employing SPEAKING theory, *Tu* and *Vous* theory and politeness strategy. Beside that, she found six kinds of Address System (1) Address using name, (2) Address system using close relationship, (3) Address system using intimate terms, (4) Address system using kinship terms, (5) Address system using respectful terms, and (6) Address system using mockeries.

Nurnaningsih (2005), she discussed about addressing system in her research "An Analysis of a Term Used in Aristocratic Movie Manuscript".

She concerned with the honorific, *Tu* and *Vous* principle, and SPEAKING formula of Hymes in analyzing the data. She conveyed some reason of the use of address term; they are showing respect, power, intimacy or solidarity, anger and insult.

It can be seen from the four researches above, that an analysis on the use of intimate address system in the drama films using sociolinguistics approach is not yet conducted. Thus, the writer is eager to complete the available related research by conducting this research.

C. Limitation of the Study

There are many kinds of address used in the script of drama film. In this research the researcher only takes the data which deal with the intimate addresses. The analysis will be limited on the addresses that are used for calling the intimate participants occurring in dialogs in the drama films entitled “*Anna and the King*”, “*Bridget Jones Diary*”, “*If Only*”, “*Music and Lyrics*”, “*Prince and Me (The Royal Wedding)*” and “*The Lake House*“.

D. Problem Statement

1. How are the uses of intimate address system?
2. What are the reasons of the use of intimate address system?

E. Objective Study

The objectives of the research are as follows:

1. To describe the uses of intimate addresses employed by the characters in the drama film.
2. To describe the reasons of the use of intimate address system employed by the characters in the drama film.

F. Benefits of the Study

The writer hopes that the result of this research can give contribution academically and practically:

1. Academic Benefits
 - a. This research will give additional academic reference about English address terms.
 - b. The result of this research can be useful to make further analysis especially on the use of address system in English.
 - c. This study can gives more information for further researchers dealing with address system.
2. Practical Benefits
 - a. To give more information to the readers about the use of address system especially the use of intimate address.
 - b. Give information to the readers about the reason of employing such address system in the drama films and the use of them in appropriate way.

G. Research Paper Organization

The organization of this research paper is given in order to make the reader easy to understand the contents of the paper. The organization of this research paper is as follows:

Chapter I is introduction. It consists of the Background of the study, Limitations of the study, Problem Statement, Objective of the Study, Benefit of the Study, Benefit of the Study Research Methodology and Research Paper Organization.

Chapter II is underlying theory. This chapter is concern with the theory of Sociolinguistics, Context of speech situation, the notion of address system, *Tu* and *Vous* theory, the notion of intimate address, SPEAKING formula, and key term used in movie manuscript.

Chapter III is research method. This chapter related to the type of the research, object of the research, data and source of the data, method of collecting data, and technique of analyzing data.

Chapter IV covers the data analyzes and the discussion of the findings.

Chapter V consists of conclusion and suggestion. Conclusion deals with the answer of the problem statement and the other findings. This chapter related to some suggestions for other research and readers.